

## CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

And:

**Target Enterprises**  
**16501 Ventura Blvd**  
**#515**  
**Encino, CA 91436**

<u>Contract / Revision</u> 838128 /		<u>Alt Order #</u> 06230651
<u>Product</u> NFIB		
<u>Contract Dates</u> 10/21/12 - 10/28/12		<u>Estimate #</u> 428
<u>Advertiser</u> National Federation of Independent Business		<u>Original Date / Revision</u> 10/25/12 / 10/25/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Mary McCue	<u>Sales Office</u> Telerep-Los Ang
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> TARGET	<u>Product Code</u> NFIB
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals	
											Spots	Amount
1	WOIO	10/22/12	10/26/12	David Letterman	1135p-1238a		:30			NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$700.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	10/22/12-10/28/12	David Letterman	1135p-1238a	MTuWThF----	:30		<del>\$700.00</del>	NM		
	Credited											
E 2	WOIO	10/22/12	10/26/12	M-F 7-730p	7-730p		:30			NM	2	\$8,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$4,450.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	10/22/12-10/28/12	M-F 7-730p	7-730p	MTuWThF----	:30		<del>\$4,450.00</del>	NM		
	Credited											
E 3	WOIO	10/22/12	10/26/12	M-F 730-8p	730-8p		:30			NM	2	\$9,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				3	\$4,950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	10/22/12-10/28/12	M-F 730-8p	730-8p	MTuWThF----	:30		<del>\$4,950.00</del>	NM		
	Credited											
4	WOIO	10/23/12	10/23/12	Tue Hour 3	10-11P		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-1-----				1	\$4,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Tue Hour 3	10-11P	-Tu-----	:30		<del>\$4,000.00</del>	NM		
	Credited											
5	WOIO	10/22/12	10/26/12	Action News at 4p	4-5p		:30			NM	5	\$5,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$1,150.00			
E 6	WOIO	10/22/12	10/26/12	Action News at 11p	11-1135p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				2	\$2,950.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WOIO	10/22/12-10/28/12	Action News at 11p	11-1135p	MTuWThF----	:30		<del>\$2,950.00</del>	NM		
	Credited											
	3	WOIO	10/22/12-10/28/12	Action News at 11p	11-1135p	MTuWThF----	:30		<del>\$2,950.00</del>	NM		
	Credited											

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.



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**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 838128 /		<u>Alt Order #</u> 06230651
<u>Contract Dates</u> 10/21/12 - 10/28/12		<u>Product</u> NFIB
<u>Estimate #</u> 428		
<u>Advertiser</u> National Federation of Inc		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals Spots Amount	
E 7	WOIO	10/26/12	10/26/12	Fri Hour 3	10-11p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----1--				1	\$5,800.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Fri Hour 3	10-11p	-----F----	:30		<del>\$5,800.00</del>	NM		
	Credited											
8	WOIO	10/21/12	10/21/12	Browns FB - Internal	105p-330p		:30			NM	1	\$40,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----1				1	\$40,000.00			
D 9	WOIO	10/27/12	10/27/12	Sat Hour 1	8-9p		:30			NM	0	\$0.00
D 10	WOIO	10/28/12	10/28/12	Tailgate 19	11a-12p		:30			NM	0	\$0.00
D 11	WOIO	10/28/12	10/28/12	Sun Action News at 7a	7-9a		:30			NM	0	\$0.00
12	WOIO	10/24/12	10/26/12	David Letterman	1135p-1238a		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--WTF--				1	\$750.00			
13	WOIO	10/25/12	10/25/12	Action News at 11p	11-1135p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	---T---				1	\$3,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	10/22/12-10/28/12	Action News at 11p	11-1135p	----Th-----	:30		<del>\$3,000.00</del>	NM		
	Credited											
D 14	WOIO	10/28/12	10/28/12	Tailgate 19	11a-12p		:30			NM	0	\$0.00
N 15	WOIO	10/26/12	10/26/12	Action News at 5a	5-6a		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$350.00			
N 16	WOIO	10/26/12	10/26/12	Action News at 6a	6-7a		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$425.00			
N 17	WOIO	10/26/12	10/26/12	The Early Show	7-9a		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$325.00			
N 18	WOIO	10/26/12	10/26/12	Let's Make A Deal	10-11a		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$1,300.00			
N 19	WOIO	10/26/12	10/26/12	Action News at 5p	5-6p		:30			NM	2	\$3,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$1,525.00			
N 20	WOIO	10/26/12	10/26/12	M-F 7-730p	7-730p		:30			NM	1	\$4,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$4,550.00			
N 21	WOIO	10/26/12	10/26/12	M-F 730-8p	730-8p		:30			NM	1	\$5,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$5,050.00			
N 22	WOIO	10/26/12	10/26/12	Fri Hour 1	8-9p		:30			NM	1	\$4,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$4,300.00			
N 23	WOIO	10/26/12	10/26/12	Fri Hour 3	10-11p		:30			NM	1	\$6,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$6,100.00			

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<u>Advertiser</u> <b>National Federation of Inc</b>		<u>Original Date / Revision</u> 10/25/12 / 10/25/12

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											2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 24	WOIO	10/26/12	10/26/12	Craig Ferguson	1235a-138a		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				2	\$375.00			
											1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 25	WOIO	10/26/12	10/26/12	Syndicated Barter	3-4p		:30			NM		
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	----F--				1	\$700.00			
Totals											29	\$94,700.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/26/12	29	\$94,700.00	\$80,495.00
<b>Totals</b>	<b>29</b>	<b>\$94,700.00</b>	<b>\$80,495.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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